

Advertisement Greenwashing

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Greenwashing in advertisements has become the habit of corporations all over. While it may seem like a positive in the fact that these large stakeholders are beginning to take sustainability as a serious issue. They are in fact using the consumer's interest in sustainability as a form of manipulation, as they dishonestly advertise sustainable problems. Not only is this not addressing the problem of sustainability, but it is creating a level of skepticism amongst the consumers who will begin to no longer trust any form of green advertising – true or false.

